

Message Text

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AMEMBASSY LAGOS

LIMITED OFFICIAL USE KADUNA 0196

E.O. 11652: N/A

TAGS: BEXP, NI

SUBJECT: TRAINING SYSTEMS AND EQUIPMENT FOR SCHOOL AND BUSINESS

TRADE MISSION FOLLOW-UP

REF: 10 FAM 975.1B, KADUNA T-668 OF 12/13/73 AND KADUNA A-5

1. FOLLOW UP BY MISSION MEMBERS ON KADUNA/ZARIA VISIT HAS BEEN EXTREMELY DISAPPOINTING. ALMOST WITHOUT EXCEPTION INTERESTED PARTIES IN NORTHERN NIGERIA HAVE HEARD NOTHING FROM MEMBERS. IN A FEW CASES, INDIVIDUALS HAVE RECEIVED CORRESPONDENCE WHICH IS NOT RESPONSIVE.

2. FIRST DAY OF MISSION VISIT EMPHASIZED CONTACT WITH STAFF OF AHMADU BELLO UNIVERSITY (ABU). AMONG CONTACTS WERE AMERICAN TRAINED HEAD OF DEPARTMENT OF EDUCATION AND AMERICAN FULBRIGHTER CHARGED WITH DEVELOPMENT OF EDUCATIONAL TECHNOLOGY CENTER. FULBRIGHTER CONTROLS SIGNIFICANT ABU BUDGET FOR PURCHASE OF EQUIPMENT AND WAS NOT ANXIOUS TO ESTABLISH RELATIONSHIPS WITH U.S. FIRMS. BOTH INDIVIDUALS WERE VERY HELPFUL TO US IN MAKING ZARIA ARRANGEMENTS FOR MISSION. TO QUOTE FULBRIGHTER, "IT WOULD HAVE BEEN NICE IF I'D AT LEAST RECEIVED A POSTCARD FROM THEM SINCE THEY LEFT." NEITHER HE NOR ANYONE ELSE HE AS SPOKEN TO RECENTLY AT ABU HAS HEARD ANYTHING FROM ANY MEMBER OF THE MISSION. AS A RESULT, ORDERS FOR EQUIPMENT FOR EDUCATIONAL TECHNOLOGY CENTER ARE GOING ELSEWHERE, PRIMARILY TO BRITISH FIRMS.

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3. NIGERIAN AUDIO VISUAL AIDS ASSOCIATION (NAVA) WAS ALSO OF TREMENDOUS ASSISTANCE TO US IN PUBLICIZING AND ARRANGING VISIT. NAVA SECRETARY INFORMS US THAT HE HAS HAD SHORT THANK YOU NOTE FROM ONE MISSION MEMBER AND NOTHING ELSE. HE HAS RECEIVED SEVERAL COMPLAINTS FROM NAVA MEMBERS ABOUT MISSION'S LACK OF FOLLOW-UP.

4. ON THE POSITIVE SIDE, AS A RESULT OF EXPOSURE DURING MISSION VISIT, FEDERAL MINISTRY OF EDUCATION SCHOOLS BROADCAST UNIT, KADUNA HAS PLACED ORDERS FOR U.S. EQUIPMENT VALUED AT NAIRA14,000(NAIRA1 EQUALS \$1.53) THROUGH CROWN AGENTS. BUDGET FOR NEW FISCAL YEAR STARTING APRIL 1 INCLUDES NAIRA60,000 FOR ADDITIONAL PURCHASES. NAVA SECRETARY INFORMS US THAT STATE MINISTRIES SERIOUSLY CONSIDERING MAJOR PURCHASES BY THE SAME ROUTE. WE ALSO INFORMED THAT FEDERAL MINISTRY OF EDUCATION ARRANGING FOR DRAGSTREM INC. REPRESENTATIVES TO RETURN TO DEVELOP PROGRAMED LEARNING PROJECTS SPECIFICALLY FOR NIGERIA.

5. NAVA PRESENTLY COLLECTING INFORMATION FOR DIRECTORY OF AUDIO-VISUAL EQUIPMENT SUPPLIERS IN NIGERIA. IF MISSION MEMBERS WERE SUCCESSFUL IN ESTABLISHING AGENCIES OR DISTRIBUTORSHIPS DURING LAGOS PORTION OF TRIP PLEASE ADVISE.

6. COMMENT: SINCE MISSION VISIT, FMG HAS ANNOUNCED PLANS TO INSTITUTE UNIVERSAL PRIMARY EDUCATION (UPE) DURING THE NEXT DEVELOPMENT PLAN (SEE OUR A-5 AND LAGOS A-32). THIS DEVELOPMENT MAKES MARKET FOR MISSION PRODUCTS INFINITELY MORE ATTRACTIVE. IF FOLLOW UP IS NOT MORE INTENSIVE THAN IT HAS BEEN TO DATE THIS OPPORTUNITY WILL ALSO BE LOST AND THE OVERALL VALUE OF THE MISSION PUT IN QUESTION.
TRAIL

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